

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:
3 receiving, by a computer system of a first entity and
4 including at least one computer, a first ad request,
5 associated with a first target document, wherein the first
6 target document is associated with a first resource for
7 rendering at least one advertisement;
8 determining, using a by the computer system of the
9 first entity and including at least one computer, whether
10 or not a condition is met, responsive to an the first ad
11 request, associated with a target document, wherein the
12 target document is associated with a resource for rendering
13 content and wherein the condition depends, at least in
14 part, on whether that the first target document is not
15 available for analysis by the first entity to determine if
16 an ad relevant to the content of the first target document
17 is available for rendering[[], and if not, determining that
18 the condition is not met]]; and
19 if it is determined that the condition is met, a first
20 entity providing a set of at least one ad to be rendered
21 via the resource; and
22 if it is determined that the condition is not met, the
23 first entity indicating, by the computer system of the
24 first entity, the availability of at least a portion of the
25 first resource of the first target document to a second
26 entity.

1 Claim 2 (previously presented): The computer-implemented
2 method of claim 1, wherein the first entity includes a
3 content ad system.

1 Claim 3 (currently amended): The computer-implemented
2 method of claim 2, wherein the second entity includes a
3 publisher with which the first target document is
4 associated.

Claim 4 (canceled)

1 Claim 5 (currently amended): The computer-implemented
2 method of claim 3 [[4]], further comprising:
3 receiving, by the computer system of the first entity,
4 a second ad request associated with a second target
5 document, wherein the second target document is associated
6 with a second resource for rendering content;
7 determining, by the computer system and responsive to
8 receiving the second ad request, that the second target
9 document is available for analysis by the first entity to
10 determine if an ad relevant to the content of the second
11 target document is available for rendering;
12 determining, by the computer system of ~~[[wherein the~~
13 ~~condition depends, at least in part, on whether]]~~ the first
14 entity, that ~~[[determines]]~~ the second target document can
15 not be crawled~~[[, and if not, determining that the~~
16 ~~condition is not met]]~~;
17 responsive to the determination that the second target
18 document cannot be crawled, indicating, by the computer
19 system of the first entity, the availability of at least a

20 portion of the second resource of the second target
21 document to the second entity;
22 receiving, by the computer system of the first entity,
23 a third ad request associated with a third target document,
24 wherein the third target document is associated with a
25 third resource for rendering content;
26 determining, by the computer system of the first
27 entity and responsive to receiving the third ad request,
28 that the third target document is available for analysis by
29 the first entity to determine if an ad relevant to the
30 content of the third target document is available for
31 rendering;
32 determining, by the computer system of the first
33 entity, that the third target document can be crawled; and
34 responsive to the determination that the third target
35 document can be crawled, providing, by the computer system
36 of the first entity, a set of at least one ad to be
37 rendered via the third resource.

Claim 6 (canceled)

1 Claim 7 (currently amended): The computer-implemented
2 method of claim 3 [[4]], further comprising:
3 receiving, by the computer system of the first entity,
4 a second ad request associated with a second target
5 document, wherein the second target document is associated
6 with a second resource for rendering content;
7 determining, by the computer system and responsive to
8 receiving the second ad request, that the second target
9 document is available for analysis by the first entity to
10 determine if an ad relevant to the content of the second
11 target document is available for rendering;

12 determining, by the computer system of the first
13 entity, that ~~[[wherein the condition depends, at least in~~
14 ~~part, on whether]]~~ the second target document contains
15 negative subject matter ~~[[, and if so, determining that the~~
16 ~~condition is not met]];~~

17 responsive to the determination that the second target
18 document contains negative subject matter, indicating, by
19 the computer system of the first entity, the availability
20 of at least a portion of the second resource of the second
21 target document to the second entity;

22 receiving, by the computer system of the first entity,
23 a third ad request associated with a third target document,
24 wherein the third target document is associated with a
25 third resource for rendering content;

26 determining, by the computer system of the first
27 entity and responsive to receiving the third ad request,
28 that the third target document is available for analysis by
29 the first entity to determine if an ad relevant to the
30 content of the third target document is available for
31 rendering;

32 determining, by the computer system of the first
33 entity, that the third target document does not contain
34 negative subject matter; and

35 responsive to the determination that the third target
36 document does not contain negative subject matter,
37 providing, by the computer system of the first entity, a
38 set of at least one ad to be rendered via the third
39 resource.

1 Claim 8 (previously presented): The computer-implemented
2 method of claim 7, wherein negative subject matter includes
3 at least one of tragic events, pornography, alcohol

4 promotion, tobacco promotion, gun promotion and gambling
5 promotion.

1 Claim 9 (currently amended): The computer-implemented
2 method of claim 3 [[4]], further comprising:
3 receiving, by the computer system of the first entity,
4 a second ad request associated with a second target
5 document, wherein the second target document is associated
6 with a second resource for rendering content;
7 determining, by the computer system and responsive to
8 receiving the second ad request, that the second target
9 document is available for analysis by the first entity to
10 determine if an ad relevant to the content of the second
11 target document is available for rendering;
12 determining, by the computer system of ~~[[wherein the~~
13 ~~condition depends, at least in part, on whether]]~~ the first
14 entity, that ~~[[determines]]~~ a threshold number of
15 sufficiently relevant ads are not available to render in
16 association with the second target document ~~[[, and if not,~~
17 ~~determining that the condition is not met]];~~
18 responsive to the determination that a threshold
19 number of sufficiently relevant ads are not available to
20 render in association with the second target document,
21 indicating, by the computer system of the first entity, the
22 availability of at least a portion of the second resource
23 of the second target document to the second entity;
24 receiving, by the computer system of the first entity,
25 a third ad request associated with a third target document,
26 wherein the third target document is associated with a
27 third resource for rendering content;
28 determining, by the computer system of the first
29 entity and responsive to receiving the third ad request,

30 that the third target document is available for analysis by
31 the first entity to determine if an ad relevant to the
32 content of the third target document is available for
33 rendering;

34 determining, by the computer system of the first
35 entity, that a threshold number of sufficiently relevant
36 ads are available to render in association with the third
37 target document; and

38 responsive to the determination that a threshold
39 number of sufficiently relevant ads are available to render
40 in association with the third target document, providing,
41 by the computer system of the first entity, a set of at
42 least one ad to be rendered via the third resource.

1 Claim 10 (currently amended): The computer-implemented
2 method of claim 9, wherein the threshold number of
3 sufficiently relevant ads depends on a degree of typical
4 correlation between a plurality of ads available to the
5 first entity and subject matter of each of the second and
6 third target documents [[document]].

1 Claim 11 (currently amended): The computer-implemented
2 method of claim 3 [[4]], further comprising:
3 receiving, by the computer system of the first entity,
4 a second ad request associated with a second target
5 document, wherein the second target document is associated
6 with a second resource for rendering content;
7 determining, by the computer system and responsive to
8 receiving the second ad request, that the second target
9 document is available for analysis by the first entity to
10 determine if an ad relevant to the content of the second
11 target document is available for rendering;

12 determining, by the computer system of ~~[[wherein the~~
13 ~~condition depends, at least in part, on whether]]~~ the first
14 entity, that ~~[[determines]]~~ a threshold number of ads are
15 not available to render in association with the second
16 target document ~~[[, and if not, determining that the~~
17 ~~condition is not met]];~~

18 responsive to the determination that a threshold
19 number of ads are not available to render in association
20 with the second target document, indicating, by the
21 computer system of the first entity, the availability of at
22 least a portion of the second resource of the second target
23 document to the second entity;

24 receiving, by the computer system of the first entity,
25 a third ad request associated with a third target document,
26 wherein the third target document is associated with a
27 third resource for rendering content;

28 determining, by the computer system of the first
29 entity and responsive to receiving the third ad request,
30 that the third target document is available for analysis by
31 the first entity to determine if an ad relevant to the
32 content of the third target document is available for
33 rendering;

34 determining, by the computer system of the first
35 entity, that a threshold number of ads are available to
36 render in association with the third target document; and

37 responsive to the determination that a threshold
38 number of ads are available to render in association with
39 the third target document, providing, by the computer
40 system of the first entity, a set of at least one ad to be
41 rendered via the third resource.

1 Claim 12 (currently amended): The computer-implemented
2 method of claim 3 [[4]], further comprising:
3 receiving, by the computer system of the first entity,
4 a second ad request associated with a second target
5 document, wherein the second target document is associated
6 with a second resource for rendering content;
7 determining, by the computer system and responsive to
8 receiving the second ad request, that the second target
9 document is available for analysis by the first entity to
10 determine if an ad relevant to the content of the second
11 target document is available for rendering;
12 determining, by the computer system of ~~[[wherein the~~
13 ~~condition depends, at least in part, on whether]]~~ the first
14 entity, that ~~[[determines]]~~ net revenue for the first
15 entity for rendering the ad will not be positive;
16 responsive to the determination that net revenue for
17 the first entity for rendering the ad will not be positive,
18 indicating, by the computer system of the first entity, the
19 availability of at least a portion of the second resource
20 of the second target document to the second entity;
21 receiving, by the computer system of the first entity,
22 a third ad request associated with a third target document,
23 wherein the third target document is associated with a
24 third resource for rendering content;
25 determining, by the computer system of the first
26 entity and responsive to receiving the third ad request,
27 that the third target document is available for analysis by
28 the first entity to determine if an ad relevant to the
29 content of the third target document is available for
30 rendering;

31 determining, by the computer system of the first
32 entity, that net revenue for the first entity for rendering
33 the ad will be positive; and
34 responsive to the determination that net revenue for
35 the first entity for rendering the ad will be positive,
36 providing, by the computer system of the first entity, a
37 set of at least one ad to be rendered via the third
38 resource.

1 Claim 13 (currently amended): The computer-implemented
2 method of claim 12, wherein the act of determining whether
3 net revenue for rendering the ad will be positive, by the
4 first entity, comprises:
5 determining whether or not a payment is to be paid to
6 a publisher for rendering the ad; and
7 estimating gross revenue derived from an advertiser
8 for rendering the ad in association with each of the second
9 and third target documents ~~[[document]]~~.

1 Claim 14 (currently amended): The computer-implemented
2 method of claim 13, wherein the payment depends on a number
3 of impressions of the ad using each of the second and third
4 resources ~~[[resource]]~~ of the corresponding target
5 documents ~~[[document]]~~.

1 Claim 15 (currently amended): The computer-implemented
2 method of claim 13, wherein the gross revenue depends on a
3 number of impressions of the ad using each of the second
4 and third resources ~~[[resource]]~~ of the corresponding
5 target documents ~~[[document]]~~.

1 Claim 16 (currently amended): The computer-implemented
2 method of claim 13, wherein the gross revenue depends on an
3 estimated clickthrough amount for the ad if rendered using
4 each of the second and third resources ~~[[resource]]~~ of the
5 corresponding target documents ~~[[document]]~~.

1 Claim 17 (previously presented): The computer-implemented
2 method of claim 1, wherein the first entity includes a
3 first ad system and the second entity includes a second ad
4 system.

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 17, wherein the first ad system is a
3 content ad system.

Claim 19 (canceled)

1 Claim 20 (currently amended): The computer-implemented
2 method of claim 1,
3 ~~[[wherein the ad request associated with the target~~
4 ~~document is received by the first entity,]]~~
5 wherein the first target document is requested by a
6 client system and the first ad request includes an
7 identifier of the second entity,
8 wherein the first entity determines to redirect the
9 first ad request to the second entity based on a set of one
10 or more criteria, and
11 wherein the act of indicating the availability of the
12 first resource includes the first entity setting a location
13 field in an outgoing hypertext protocol header with the
14 identifier, causing the first target document to be output

15 to the client system with the content rendered by the
16 second entity.

1 Claim 21 (previously presented): The computer-implemented
2 method of claim 20, wherein the identifier includes an
3 alternative content URL.

1 Claim 22 (previously presented): The computer-implemented
2 method of claim 20, further comprising using remote
3 scripting to process the ad rendering request.

1 Claim 23 (previously presented): The computer-implemented
2 method of claim 21, wherein the remote scripting includes
3 an iframe.

1 Claim 24 (previously presented): The computer-implemented
2 method of claim 23, wherein the iframe is named to identify
3 the ad rendering request to the first entity.

1 Claim 25 (currently amended): The computer-implemented
2 method of claim 1, wherein ~~[[if it is determined that the~~
3 ~~condition is not met,]]~~ indicating the availability of at
4 least a portion of the first resource of the first target
5 document to a second entity includes the first entity
6 indicating to an external entity that the ~~[[condition is~~
7 ~~not met]]~~ first target document is not available for
8 analysis by the first entity to determine if an ad relevant
9 to the content of the first target document is available
10 for rendering.

Claim 26 (canceled)

1 Claim 27 (currently amended): The computer-implemented
2 method of claim 25 ~~[[26]]~~, wherein the external entity is
3 the second entity.

1 Claim 28 (currently amended): The computer-implemented
2 method of claim 25 ~~[[26]]~~, wherein the external entity
3 includes a publisher.

1 Claim 29 (currently amended): ~~In a content relevant ad~~
2 ~~serving system, a computer-implemented method for handling~~
3 ~~ad rendering requests comprising:~~
4 ~~receiving, by the content relevant ad serving system,~~
5 ~~a request to provide content to be rendered in conjunction~~
6 ~~with a target document;~~
7 ~~determining, by the content relevant ad serving~~
8 ~~system, based on a set of one or more conditions, whether~~
9 ~~to provide at least one ad responsive to the request, and~~
10 ~~if not, The method of claim 1, wherein indicating the~~
11 availability of at least a portion of the first resource to
12 a second entity includes redirecting the first request to
13 an alternative entity;
14 ~~wherein the set of one or more conditions depends, at~~
15 ~~least in part, on whether the target document is available~~
16 ~~for analysis by the content relevant ad serving system to~~
17 ~~determine if an ad relevant to the content of the target~~
18 ~~document is available for rendering, and if not,~~
19 ~~determining that the set of one or more conditions is not~~
20 ~~met.~~

1 Claim 30 (currently amended): The computer-implemented
2 method of claim 29, wherein the first request identifies
3 the alternative entity.

1 Claim 31 (currently amended): The computer-implemented
2 method of claim 29, wherein redirecting the first request
3 includes an identifier to identify the first request: if
4 redirected from the alternative entity back to the ad
5 system.

Claims 32-35 (canceled)

1 Claim 36 (currently amended): A system comprising:
2 at least one processor;
3 at least one communications interface; and
4 at least one storage device, the storage device
5 storing program instructions which, when executed by the at
6 least one processor, performs a method including:
7 ~~rendering an ad, by a first means, via a resource~~
8 ~~of a target document wherein the target document~~
9 ~~includes content; and~~
10 ~~determining, by a second means and based on a set~~
11 ~~of one or more criteria, whether or not to have the~~
12 ~~first means render the ad via the resource of the~~
13 ~~target document,~~
14 ~~wherein if the second means determines that the~~
15 ~~first means will not render the ad, indicating the~~
16 ~~availability of at least a portion of the resource to~~
17 ~~an alternative means to render alternative content via~~
18 ~~at least a portion of the resource,~~
19 ~~wherein the set of one or more criteria depends,~~
20 ~~at least in part, on whether the target document is~~
21 ~~available for analysis by the first means to determine~~
22 ~~if an ad relevant to the content of the target~~
23 ~~document is available for rendering, and if not,~~

24 ~~determining that the set of one or more criteria is~~
25 ~~not met~~
26 receiving, with a first entity, a first ad request
27 associated with a first target document, wherein the first
28 target document is associated with a first resource for
29 rendering at least one advertisement;
30 determining, with the first entity and responsive to
31 the first ad request, that the first target document is not
32 available for analysis by the first entity to determine if
33 an ad relevant to the content of the first target document
34 is available for rendering; and
35 indicating, with the computer system of the first
36 entity, the availability of at least a portion of the first
37 resource of the first target document to a second entity.

1 Claim 37 (currently amended): The system of claim 36,
2 wherein the first resource includes a display area on the
3 target document.

Claim 38 (canceled)

1 Claim 39 (currently amended): The method of claim 29,
2 wherein the alternative entity includes one of (A) another
3 ad system or (B) a publisher with which the first target
4 document is associated.

Claim 40 (canceled)

1 Claim 41 (new): A computer-implemented method comprising:
2 receiving, by a content ad serving system including at
3 least one computer on a network, an ad request associated
4 with a target document for serving an ad via a resource of

5 the target document, wherein the target document is:
6 associated with a publisher;
7 determining, by the content ad serving system and
8 responsive to the ad request associated with the target
9 document, that the target document contains negative
10 subject matter; and
11 indicating, by the content ad serving system, the
12 availability of at least a portion of the resource of the
13 target document to the publisher associated with the target
14 document based on the determination that the target
15 document contains negative subject matter,
16 wherein the negative subject matter includes at least
17 one of tragic events, pornography, alcohol promotion,
18 tobacco promotion, gun promotion and gambling promotion.

1 Claim 42 (new): A computer-implemented method comprising:
2 receiving, by a content ad serving system including at
3 least one computer on a network, an ad request associated
4 with a target document for serving an ad via a resource of
5 the target document, wherein the target document is:
6 associated with a publisher;
7 determining, by the content ad serving system and
8 responsive to the ad request associated with the target
9 document, that net revenue for the content ad system for
10 serving the ad will not be positive; and
11 indicating, by the content ad serving system, the
12 availability of at least a portion of the resource of the
13 target document to the publisher associated with the target
14 document based on the determination that net revenue for
15 the content ad system for serving the ad will not be
16 positive,

17 wherein the act of determining that net revenue for
18 serving the ad will not be positive includes (A)
19 determining whether or not a payment is to be paid to a
20 publisher for rendering the ad and (B) estimating gross
21 revenue derived from an advertiser for rendering the ad in
22 association with the target document.